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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

December 2, 1944

No. 87

HOUSE SUB-COMMITTEE HOLDS HEARINGS ON COTTON. . . . Some time ago the House Agriculture Committee set up a special sub-committee with Rep. Stephen Pace of Georgia as Chairman to consider and recommend future programs and policies for agriculture. On December 4 this Committee will hold extensive hearings on production, marketing, post-war uses and other problems relating to cotton. Secretary Wickard and War Food Administrator Jones will present statements on cotton problems and policies.

Other officials scheduled to testify and their subjects are: P. V. Cardon on Cotton Research and Related Work of the Agricultural Research Administration; Carl H. Robinson on Marketing Services, Marketing Research, and New Uses Program; C. C. Smith on Commodity Credit Corporation's Loan, Purchase, and Export Program; L. A. Wheeler on Post-war Foreign Markets for American Cotton; P. K. Norris on Foreign Cotton Production; J. W. Sargent on Soil Conservation as Related to Cotton Yields and Production; I. W. Duggan on Farm Credit Services to Cotton Farmers; M. L. Wilson on the Work of the Cooperative Extension Service in Cotton Production, Marketing, and Use; and William H. Jasspon on Fats and Oils.

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BLOOD DONORS NEEDED. . . . A Paris headline says the army has only two of the five pints of blood it needs. A home front headline says that "only two out of five eligibles in USDA donate blood." To promote a higher percentage of donation by Department employees eligible to give blood, Secretary Wickard and War Food Administrator Jones have announced a blood donor campaign to be launched in USDA and WFA beginning December 4, and to be continued until competent military authorities say that an ample supply of blood plasma has been accumulated or that the need for it no longer exists. All heads of administrations, bureaus and offices—together with their staffs—are urged to give this campaign their personal attention. USDA employees in Washington who are eligible to give blood should call Miss McFadden, extension 3281; field employees should get in touch with their agency personnel officer or call the local unit of the American Red Cross.

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HASTEN THE DAY. . . . As a part of the "Hasten the Day" program, some 500 radio stations over the country that now broadcast the Tucker Family serial, are scheduled to use WFA-sponsored recordings as follows: Nutrition the week of December 2-4; School Lunches January 7; and City folks and Farmers February 4. Department representatives who want to explore the possibilities of tying in with this program should get in touch with the nearest OWI office.

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A LOOK AT POST-WAR FARM FORESTRY is the topic for discussion on the December 9 Farm and Home Hour. Joe Fitzwater, Chief of Forest Service Division of State Forestry and Connie B. Gay of the Radio Service will present the show. Current news and information for homemakers will be given as usual by Ruth Van Deman of BHN&HE.

NOMINATIONS MADE FOR SURPLUS PROPERTY BOARD. . . . Toward the setting up of the three-man board to supervise the disposal of surplus war property, the President has submitted the names of Robert A. Hurley of Conn., and Lt. Colonel Edward Heller of Calif., to the Senate for approval. It is generally understood that Sen. Gillette of Iowa will be nominated as the third member of the Board as soon as he becomes eligible to receive such a nomination. Also, as agricultural members of the supervisory board required under the War Mobilization and Reconversion Act of 1944, the President has nominated and the Senate has confirmed Edward A. O'Neal of Alabama, James G. Patton of Colorado, and Albert S. Goss of Washington.

In connection with the Surplus Property Disposal job, WFA has established an office of Surplus Property and Reconversion to supervise and coordinate the functions of its various agencies as they might relate to agriculture. David Meeker, who has been serving as Chief of the Farm Machinery and Supplies Branch, is the Director of this new office.

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AGRICULTURAL LEGISLATION. . . . November 28, the Senate Interstate Commerce Committee reported a bill to provide a fund from which the Interior Department would buy farm land for veterans and establish irrigation projects, the fund to be obtained indirectly from savings which would be made by postponing a proposed repeal of the special rates on Army and Navy railroad shipments. November 29, the House passed a bill authorizing a post-war road-construction program, including roads in the national forests and farm-to-market roads; the bill will now go to conference. November 30, the House passed a bill to extend until December 31, 1945, certain war powers of the President, including the priorities functions. The House received from the President a proposal to permit more funds to be spent for the soil and water phases of the 1944 AAA program.

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ORGANIZATIONS HELP MEMBERS CHECK FOOD PRICES. . . . To give the shopper a definite job in the Grocer-Consumer Anti-Inflation Campaign, many civic and other organizations are providing their members with an Anti-Inflation Grocer List to use on regular shopping trips. There is a place for writing in the ceiling price (to be found on the official OPA price posters displayed in the store) and the selling price. When the selling price is the same or lower than the ceiling—all is well. But if the selling price should be higher—that's the time to accept the grocer's invitation to ask questions. In some communities, copies of these handy Anti-Inflation Lists have been reprinted in local newspapers. In other places the food stores themselves have taken the initiative and have given copies to their customers. But whatever the method of distribution, the "list" is considered an important part of the Campaign and its wide use should be encouraged.

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A DISCUSSION GUIDE ON "BUYING AND SELLING FARM PRODUCTS ABROAD" (D.S. 25) has just come off the press.

It presents for discussion among farm groups these topics: Exports and imports of farm products; how exports and imports are paid for; obstacles to selling abroad; tariff and exchange hurdles; blocked balances and exchange restrictions; quotas and other export and import limitations; and how obstacles to international trade might be overcome. Notification copies are being sent to the various field offices of the Department.

LUNCH AT SCHOOL is growing more popular, judging from letters asking for information about the reimbursable program administered by the War Food Administration. In one region requests for participation increased as much as 300 percent over last year. Approximately 4 million children in 30,000 schools throughout the country took part in 1943-44. The October, "Ladies Home Journal" and "Look" magazine for November 28 carries 6 and 3 page spreads, respectively, about the advantages of this Community School Lunch Program. The purpose of the program continues to be two-fold: To assist in providing nutritionally adequate lunches for school children; and to encourage increased consumption of foods in temporary abundance.

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USDA RELEASES OF SPECIAL SIGNIFICANCE. . . . Survey shows 18-1/2 million Victory Gardens grown in 1944-3637; WFA amends hog price-support provisions—3641; Victory Gardens in 1945 (a talk by War Food Administrator Jones before National Victory Garden Conference, Wash., D.C.)—3643; Fat salvage campaign transferred to WFA-3645; Only mixed feeds released from import control—3655; WFA announces 1945 marketing quotas on flue-cured and burley tobacco—3673; World food production shows moderate increase--shifts among countries suggest post-war problems—3679; WFA issues set-aside order on chicken--3686.

OTHER RELEASES OF INTEREST TO AGRICULTURE. . . . Corn products refining industry advisory committee appointed—OPA-T-2778; Differential allowed for consumer sized packages of tangerines—OPA-T-2782; Cotton rope for war procurement agencies on adjustable pricing basis--OPA-5027; OPA acts to reduce price of decorative fabrics—OPA-T-2775; Dealers in dry edible beans or dry peas may add brokers' actual charges—OPA-T-2780; Transportation expense may be added to basic ceiling price of wheat—OPA-T-2785.

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A COORDINATED VETERANS INFORMATION PLAN is being formulated by the Office of War Information which is designed to make sure the public is correctly informed of the following aspects of the veteran problems: (1) rights of veterans; (2) desirable community organization for servicing veterans returning to civilian life; (3) treatment of veterans, especially those physically or mentally handicapped; (4) employability; and (5) responsibilities of veterans themselves. This program is still wholly in the planning stage.

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CONSUMER TIME'S December 9 radio show will center around the FEDERAL MEAT INSPECTION SERVICE. The story behind the little purple stamp: "U. S. Inspected and Passed" will be dramatized and information important to every homemaker will be given. The program will explain how the Federal meat inspector is on the job from the time the livestock enters the stockyard until steaks, chops, hams, sausages and what have you are on their way out of the packing house.

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FOODS EXPECTED TO BE IN PLENTIFUL SUPPLY during January 1945 throughout the greater part of the country are onions, fresh apples, especially the lower grades, eggs, frozen vegetables, and jams (except berry varieties), jellies, apple butter, and citrus marmalade.

A VICTORY GARDEN PROGRAM FOR 1945. . . . Addressing the National Victory Garden Conference held at Washington, November 28-29, H. W. Hochbaum, Chairman of the Federal Government Victory Garden Committee, listed 10 principal recommendations for the 1945 and future Victory Garden programs under these main headings: City victory gardens; Farm victory gardens; Long season gardens needed; More home fruit growing; Employee gardens; More school gardens; Keep vacant lot gardens growing; Garden leaders must keep on; Beautify the home grounds; and Beautify America. In a preview of what will be done to promote next year's Victory Garden program he said. "The Department and the Federal and State Extension Services always promoted home gardening before the war and will continue to do so when peace comes again. They are concerned not only with a garden program designed for the wartime emergency but with an enduring one that will continue to play an important role in everyday life."

"Here in Washington, we are well along in our plans for the 1945 Victory Garden Program. For example, we are going to have an informational kit for the use of Extension people and for garden leaders to carry out local educational programs. We are preparing to supply facts, articles and other materials to the national, state, and local organizations that are interested in promoting good gardens — men's, women's, youth, civic, fraternal and other organizations. We are counting on extensive use of the information services of the Department of Agriculture and its agencies, including the use of the suitable periodicals published by the Department.

"The Department will have available substantial quantities of Victory Garden publications to supplement those of the state colleges and others. We will assist with Victory Garden radio programs for all available outlets. For example, the government sponsored program, 'Hasten the Day,' will feature Victory Gardens during the week of February 25 with transcriptions going to some 600 radio stations throughout the country. Additional transcriptions will be included in the series which is currently supplied to Extension Editors. Two new Victory Garden motion pictures are being made by the Department for showing in the spring. Advertising support will be enlisted through a new fact-and-idea service which will be made available to advertisers, advertising agencies and advertising media. We plan to carry on an extensive program in the schools in cooperation with the Office of Education."